Presentation Research

Anny 5/5/72

United States Daily & Sunday Newspapers

1920 – 1971

Year	Number of Newspapers* Morning	Evening	Total M&E	Total Daily Circ. (000)	Daily Joint Min. Rate	Daily Milline Rate	Number Sunday	Total Sunday Circ. (000)	Sunday Joint Min. Rate	Sunday Milline Rate
1920	437	1,605	2,042	27,791	$ 84.62	$3.04	522	17,084	$ 41.11	$2.41
1925	427	1,581	2,008	33,739	105.57	3.13	548	23,355	54.24	2.32
1930	388	1,554	1,942	39,589	123.54	3.12	521	26,143	62.34	2.36
1935	390	1,560	1,950	38,156	125.40	3.29	518	28,147	59.67	2.12
1940	380	1,498	1,878	41,132	128.12	3.11	525	33,371	68.57	2.21
1945	330	1,419	1,749	48,384	140.57	2.91	485	39,860	81.50	2.05
1946	334	1,429	1,763	50,928	154.21	3.03	497	43,665	90.09	2.08
1947	328	1,441	1,769	51,673	162.66	3.15	511	45,151	97.87	2.17
1948	328	1,453	1,781	52,285	173.85	3.33	530	46,308	111.56	2.41
1949	329	1,451	1,780	52,846	176.83	3.35	546	46,399	114.89	2.48
1950	322	1,450	1,772	53,829	188.38	3.50	549	46,582	123.54	2.65
1951	319	1,454	1,773	54,018	200.81	3.72	543	46,279	129.83	2.81
1952	327	1,459	1,786	53,951	209.40	3.88	545	46,210	136.67	2.96
1953	327	1,458	1,785	54,472	214.65	3.94	544	45,949	139.81	3.04
1954	317	1,448	1,765	55,072	219.63	3.99	544	46,176	140.56	3.04
1955	316	1,454	1,760	56,147	229.79	4.09	541	46,448	147.72	3.18
1956	314	1,454	1,761	57,102	236.78	4.15	546	47,162	148.93	3.16
1957	309	1,453	1,755	57,805	253.62	4.39	544	47,044	161.18	3.43
1958	307	1,456	1,751	57,418	264.70	4.61	556	46,955	167.60	3.57
1959	306	1,455	1,755	58,300	271.44	4.66	564	47,848	167.79	3.41
1960	312	1,459	1,763	58,882	279.60	4.75	563	47,699	170.00	3.54
1961	312	1,458	1,761	59,261	288.06	4.86	558	48,216	174.93	3.63
1962	318	1,451	1,760	59,849	300.42	5.02	558	48,888	180.13	3.68
1963	311	1,453	1,754	58,905	299.21	5.08	550	46,830	177.47	3.79
1964	323	1,452	1,763	60,412	308.06	5.10	561	48,383	182.39	3.77
1965	320	1,444	1,751	60,358	312.11	5.17	562	48,600	182.56	3.76
1966	324	1,444	1,754	61,397	334.40	5.45	578	49,282	190.24	3.86
1967	327	1,438	1,749	61,561	337.99	5.49	573	49,224	198.21	4.03
1968	328	1,443	1,752	62,023	352.39	5.68	578	49,693	207.39	4.18
1969	333	1,443	1,758	62,060	370.20	5.97	585	49,675	219.07	4.41
1970	334	1,429	1,748	62,108	391.32	6.30	586	49,217	230.25	4.67
1971	339	1,425	1,749	62,231	406.41	6.53	590	49,665	238.33	4.70

*) "All Day" newspapers are listed in both "Morning" and "Evening" number of Newspapers, but only once in the "Total M&E."

Sources: Research Department, Bureau of Advertising; Adult Bureau of Circulation; Editor & Publisher.

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Source: https://www.industrydocuments.ucsf.edu/docs/kjfm0004